

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, January 17, 2013
Taft Building Conference Room
1680 N. Vine St., Suite 802**

Directors Present	Frank Stephan, President	Clarett West Development
	Don Mushin, Secretary	Toyota of Hollywood
	Lynda Bybee, Vice President	Metro
	Monica Yamada, Treasurer	CIM Group, LP
	Chris Bonbright	Whitley Court Partners
	Joseph D'Amore	Hollywood Commercial
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	John Lyons	Avalon Hollywood/Bardot
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Lee Rierson	Shine America
	Mark Stephenson	Hollywood UMC
	John Tronson	Tronson Investment Group
	Drew Planting	GPI
Directors Absent	Greg Beck	Champion Real Estate
	Charlie Colletta	HEI, LLC
	Michael Gargano	Argent Ventures, LLC
	Kerry Morrison	HPOA
Staff	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Steve Seyler	BID Security
	Bill Farrar	Andrews International
Guests	Mike Harkins	Andrews International
	Deputy Chief Debra McCarthy	LAPD West Bureau
	Commander Dennis Kato	LAPD West Bureau

	Lt. Marc Reina	LAPD Hollywood Division
	Sgt. Darrell Davis	LAPD Hollywood Division
	SLO Irv Isabella	LAPD Hollywood Division
	SLO Danny Pesquiera	LAPD Hollywood Division
	Brian Folb	Paramount Contractors & Developers
	Angela Motta	CD 13
	Mike Harkins	Andrews International Security
	Leslie Blumberg	Property owner – The Fonda Theatre

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 3:39 p.m.

II. Open Forum

There was no public comment.

III. Approval of Minutes

It was moved by **Chris Bonbright**, seconded by **John Tronson** and CARRIED to approve the minutes from the Board's December 20, 2012 meeting. 9 in favor.

IV. Treasurer's Report

- A. Review and approval of statement, and updated variance report, through December 31, 2012:** Monica Yamada reported that at the end of 2012, HPOA was left with about \$700,000 to rollover. Yamada will meet with Morrison, Medina, and our bookkeeper to review the financials before the annual audit, and will have a more detailed report to report at that time. Medina asked how much leeway we had to adjust the budget; Morrison explained that we have about \$90,000 in the contingency budget plus \$300,000 in unanticipated rollover that can be reallocated. She indicated that she and Monica were surprised that the cash rollover was so high, as only \$300,000 was budgeted. She said there might be a way to adjust the budget but it would have to be across all categories. First, all bills from 2012 need to be paid.

It was moved by **Mark Stephenson**, seconded by **John Tronson** and CARRIED to approve the Treasurer's Report for December 31, 2012. Unanimously approved with 9 in favor.

V. New Business

- A. Presidential appointments – 2013:** Stephan stated that he appointed Battalion Chief Joe Castro to one of the advisory board positions, along with Capt. Girmala. One seat is still open.

- B. Committee members:** Morrison asked board members to let her know if they would like to serve on a committee.

VI. Committee/Activity Reports

A. Streetscape

- 1. MTA Call for Projects Update:** Besley reported that she had a meeting with Leron Gubler, Jeff Briggs (Walk of Fame Trust), and Angela Motta to identify potential matching funds for the MTA grant funds since the CRA funds are no longer available. HPOA staff is interested in retaining Kip Rudd, formerly with the CRA, to help gather source documents, plans and agreements from CRA and Metro and guide the association in fulfilling the requirements of Metro. The Walk of Fame Trust has agreed in concept to help contribute towards the matching funds for both the Crossroads I and II grants, which allow for the removal of the Ficus trees along the Walk of Fame and repair of terrazzo adjacent to the tree wells.
- 2. Freeway off-ramp maintenance project:** Besley is currently preparing the grant application due to DWP by January 31st. As discussed in December, the Streetscape Committee is requesting the grant to clean up the six major freeway off-ramps leading into Hollywood. The funding available between both the Hollywood Entertainment District and Sunset & Vine BIDs is \$10,000, which would allow Cleanstreet to clean the ramps approximately sixteen times during the year.
- 3. Cahuenga Meeting:** Mariani and Besley attended a Cahuenga Corridor Coalition on January 14 where the group discussed security, maintenance, and possible events along the EaCa alley. The group is well organized and eager to work collectively on a variety of initiatives, including instituting the valet parking ordinance and directing more visitors to the businesses along Cahuenga.
- 4. Sharkey's Alley:** Besley and Mariani expressed concern over the ongoing amount of trash and illegal dumping that has occurred in the alley that begins at the Security Pacific Bank Building and Sharkey's restaurant, and continues a ½ block east. HPOA staff organized a meeting with the property owners along the alley to discuss various strategies to help control the illegal activities, including gating the alley, however no actions have been taken by the owners to date. HPOA staff has contacted Cleanstreet to request that they begin monitoring the amount of labor dedicated to cleaning the alley to ensure that it does not exceed the Zone A (known as the Alley Assessment) revenue for 2013. Tronson offered his assistance in contacting the owner of the bank building to enlist their support in problem solving.

B. Security

- 1. Year End security report:** Seyler's report was tabled until next month.
- 2. Security RFP:** Morrison reported that a draft contract with Andrews is being vetted right now, and will hopefully be brought to the board next month; in the meantime, Andrews is continuing services.

- 3. Night-time BID public safety issues:** Stephan stated that we are lucky to have a great collaboration with Captain Girmala and the LAPD. LAPD has determined that there seems to be a gap in patrol services between 8:00 – 10:00 p.m., and had requested that the BID Patrol fill the gap by deploying observe-and-report guards during that time on Thursday through Saturday nights. Stephan said that he thought the BID could change operational hours on an experimental basis to help the Department, however resources from the daytime shift would have to be adjusted. Captain Girmala reported that on Las Palmas, several of the nightclub owners have collaborated to hire a private security service for their own area, and it seems to be working quite well. Board members offered to help promote the new Las Palmas patrol and bring other clubs in the area together in an effort to help the LAPD in their outreach. Stephan also noted that the BID has a limited amount of contingency funds available for security each year. Stephan wanted to be sure that these funds are best put toward options that would benefit both the BID and the LAPD in their safety efforts. Girmala stated that in 2004, there were issues outside of the BID over near Sunset and Fairfax with gangs; the property owners there formed a conglomerate to fund night-time security, and in doing so, created a successful template for others to follow. She stated that the security force at Las Palmas are linked directly to LAPD's field supervisors, and come to the crime control meetings. She said she would appreciate any extension of BID services that are possible.

Morrison informed the board that there is approximately \$90,000 in security contingency. She referred the board to a spreadsheet prepared by Joe Mariani which documented the cost of a 13 week experiment where armed security would be deployed for an observe and report function for four or six hours a night. The costs would range between \$46K and \$70K for one quarter, thus consuming most of the contingency. A second calculation outlined costs associated with paying for camera monitoring, which ranged from \$10K to \$15K for the same period.

LAPD has reported that the city attorney is not supportive of a private entity paying for civilians to monitor the cameras. However, Commander Kato indicated that he was researching procedures by which the BID could pay for LAPD personnel to monitor the cameras. He indicated that it would cost approximately \$72/hour for LAPD to monitor the cameras. Morrison informed the Commander that the BID had already approved up to \$25,000 from the contingency to man the camera for a 13 week period. These funds could be reapportioned to LAPD if they can ensure the cameras will be watched during that time period. Commander Kato said he would work with the BID to create a Letter of Agreement and check with his superiors as he was pretty confident it could be done.

As for the adjustment in manpower mentioned by Stephan, any shift of security to later in the day on Thursday, Friday, and Saturday would involve a shift away from the early morning patrol in the BID. Chief McCarthy indicated that Hollywood Division has a "TAB car" which could assist with the very early morning patrol that addresses homeless issues in the District. It was reported that the TAB car starts at approximately 4:30 a.m.

As an action plan, Stephan recommended that staff meet with Captain Girmala and Lt. Reina to fine tune the plan of extending BID hours to 10 p.m. and addressing the early

morning situation. Second, it was agreed that the BID staff would coordinate with LAPD to reach out to nightclub owners and offer assistance in their organizational efforts to jointly pay for private security. Finally, the possibility of a video surveillance project would be coordinated with LAPD with commander Kato as the contact person.

The idea of possibly devoting additional hours deployed in summer would be addressed at a later time.

Stephan thanked the LAPD representatives for attending the meeting and for their cooperation in addressing public safety at night in the BID.

4. **AB5 – Homeless Bill of Rights:** Morrison reported that this is a significant piece of legislation, recently introduced, which would include homeless individuals as a protected class under state civil rights law. It specifically calls out BID agents and prohibits certain things that would be considered “harassment,” and allows behaviors such as resting in public, possessing personal property in the public right of way, urinating in public, congregating, and more. Assemblymember Ammiano, the sponsor, has said that he is going to amend it, but Morrison fears it will still have a detrimental impact on the BID’s ability to outreach to the homeless, as it could be considered harassment.

It was moved by **Chris Bonbright**, seconded by **Galo Medina** and **CARRIED to adopt a board position in opposition to AB5, as it would be a setback for positive, progressive engagement of our homeless population.** Stephan said we should mention all that has been done in the BID to help the homeless, stating that this could not have been done under the legislation. Tronson added that it is an overly broad definition of harassment which creates issues with engagement. Unanimously approved with 10 in favor.

C. Marketing

1. **Media Relations Specialist:** Strecker reported that the working group for the Media Relations Specialist project has sent out RFP and received proposals from seven companies. The group will be gathering tomorrow to review the proposals and select candidates to move forward to the interview process.

It was moved by **Lynda Bybee**, seconded by **Chris Bonbright** and **CARRIED to approve the committee’s recommendation, to be determined after interviewing candidates, for the Media Specialist contract.** Unanimously approved with 10 in favor. Rierson urged the working group to chose a candidate willing to work on a flat monthly rate; Stephan said he also wanted to make sure we had a thirty-day out.

VII. Old Business

1. **Parking Issues:** Motta reported that she is going this Friday to the City Attorney’s office, who is expected to sign off on the valet parking ordinance. In February, the ordinance will proceed to the committee of city council, and will then be implemented. She said great progress has been made and thanked the board and staff for their work. Hollywood is expected to be the first area where it is implemented. The Vine Street parking garage should be open in about 10 days, fully operational by the 28th. Regarding

the parking district, Morrison reported that discussions are continuing; recently the group met with LA's CAO, Santana. Guggenheim will continue to flesh out the idea of a joint powers authority, with a public/private partnership.

VIII. Staff Report

Morrison said there is nothing to report on the general vs. specific benefits at this time. The Bi-annual homeless count is scheduled for January 31, 2013 and volunteers are needed.

The CHC/HPOA change order needs to be approved, which was presented to the board.

It was moved by **Frank Stephan**, seconded by **Chris Bonbright** and **CARRIED to approve the CHC/HPOA service agreement for another year to continue managing the Sunset & Vine BID with the Central Hollywood Coalition**. Unanimously approved with 9 in favor; Bybee abstained.

Besley reported that the BID Consortium has come up with four items for the Mayoral candidates to address, and drafted an open letter to the candidates, speaking of the need for a liaison between the mayor's office and the BIDs.

Besley discussed the concept of an economic development organization and said the mayor's office has hired a consulting firm to look into forming an EDD to replace some of the functions formerly handled by the CRA. Comments are due by January 18, but the deadline will probably be extended. About \$200 M is expected to trickle down from Sacramento which could be used for redevelopment funding; Gubler said there has already been pushback from organizations such as LAEDC which already provides similar services and could be tasked to administer this.

Morrison reported she had mailed out the board's candidate questionnaire form to all the candidates for CD13 and will share the results in the next newsletter and the next board meeting.

Morrison reported that she had talked with Stephan about the board retreat and proposed the idea of an overnight session so the board could see the nighttime activities first hand, and then retire to a hotel in the District to sleep before having a morning briefing over breakfast. Farrar stated that he would provide Steve and Joe free of charge. Stephan asked the board to consider it.

X. Next Meeting

The next meeting was scheduled for Thursday, February 21 at 4 p.m. in Suite 802 of the Taft Building.

XI. Adjournment

There being no further business the meeting was adjourned by Stephan at 5:31 p.m.